

DISTRICT
NEWS

6



A MESSAGE FROM DISTRICT 6
COUNCILMEMBER STEVE MADISON

District 6 Constituents,

Our businesses are back! Support Pasadena on 626 Day,
Saturday, June 26th, and everyday.

PASADENA
626
Day
2021

IT'S TIME TO CELEBRATE
THE 626 AND ALL THE
REASONS WHY
PASADENA IS A
CITY THAT SHINES.



Businesses across the city will welcome you back with discounts and specials on **SATURDAY, JUNE 26, 2021**. Peek the Pasadena 626 Day Directory at visitpasadena.com and get ready to show some **Instagram love on 6/26!**

For More Information:
Visitpasadena.com/626day

For Business Sign-Ups:
Cityofpasadena.net/626day

City Of Pasadena Celebrates 626 Day

pleased to announce 626 Day, a citywide campaign encouraging locals and visitors to support the businesses and cultural institutions that make our city shine. From its hip dining scene to its unique shops and museums, Pasadena is a city ready to be explored.

On Saturday, June 26, 2021, the day-long event includes a planned social media takeover with posts by Pasadena businesses and social media elements for locals and consumers to use on their own social feeds. For ways to celebrate and support local business, visit the Pasadena 626 Day page at <https://www.visitpasadena.com/626day>.

“We have a lot to celebrate in anticipation of statewide restrictions being lifted and our businesses and museums finally returning to normal,” said Economic Development Manager Eric Duyshart, “I encourage everyone to join in the fun of Pasadena 626 Day by supporting our local businesses, making plans to visit our cultural institutions and taking in the amenities that Pasadena has to offer.”

Businesses and cultural institutions across the city are invited to participate in Pasadena 626 Day by offering discounts and in-person promotions to entice locals and visitors back. Interested businesses can find out more details and fill out the 626 Day Business Participation Form at <https://www.cityofpasadena.net/economicdevelopment/626day/>.

“Pasadena has always been a diverse destination with many attractions to explore. We are excited to be able to showcase all that the city has to offer and allow visitors to participate in Pasadena 626 Day. We hope that by doing so, they will discover new adventures they can experience. Now that things have reopened, this encourages traveling and helps our businesses recover,” said Jeanne Goldschmidt, executive director of Visit Pasadena.

Visit Pasadena and the City of Pasadena will also be hosting an Instagram giveaway contest featuring Pasadena prizes. Those interested can fill out the Instagram story survey using the hashtag #Pasadena626Day for a chance to win. For added fun, social media users can add Pasadena-branded GIPHY stickers to their Instagram story posts to show local love for Pasadena, California.

About the City of Pasadena

For questions about the 626 Day campaign, please contact the City of Pasadena Economic Development Office at (626)744-7357 or visit www.cityofpasadena.net/shoppasadena.

- We are pleased to send updated messages from the City and District 6 Please share this information with neighbors and friends. If they wish to be added to the distribution list, please have them write to us and include a home address as we will continue to group messages by neighborhoods to target our audience when appropriate. Our email addresses are at the bottom of the message.
- In case you have missed any of these important message, please go to our website www.cityofpasadena.net/district6.
- For the last news issues click "[District 6 News](#)"

COUNCILMEMBER STEVE MADISON

Steve Madison was first elected in 1999 to represent District 6, which includes the beautiful West Pasadena neighborhoods above the Rose Bowl and in Southwest Pasadena, much of Old Pasadena, the Art Center College of Design, the Convention Center & Civic Auditorium, most of the Arroyo Seco, the historic Colorado Street Bridge, and the..... [Read More](#)



DISTRICT 6 CONTACT INFORMATION

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